

IMPACT'S LOW CARBON TECHNOLOGY (LCT) TRACKER

WHAT?

In April 2022 we ran the first wave of our new LCT tracker via an online survey

WHY?

To know people's behaviours and attitudes around LCTs, specifically heating, in light of the recent gas and electricity bill rises and the UK's target to reach net zero by 2050

WHO?

We engaged with 1,005 UK residents, including a mix of demographics, via an online panel

SNAPSHOT OF RESULTS

71% of respondents currently use a mains gas boiler to heat their home, 8% use an electric storage heater, 6% use an oil boiler and 3% use a heat pump.

Those respondents with a heat pump reported the highest levels of satisfaction at 83%.

Priorities



Cost and reliability are important factors

When asked what are the most important features when choosing a heating system:

- 67% said that it is economical to run
- 54% said reliability
- 44% said low maintenance costs
- 34% said low upfront costs

Rising bills are impacting heating habits

47% said their heating usage has decreased recently. 85% of these people stated they have done this to **save money**.

Drivers



Climate change concerns are the biggest driver for those considering low carbon heating in their home

If their current heating system was to stop working and need replacing in the next 1-2 years, 35% would consider installing a heat pump, and 27% would consider getting a hydrogen boiler (assuming they are available).

The main motivation to get low carbon heating was **climate concerns**, followed by **rising energy costs** making these technologies more appealing. The next largest motivation was that people expect heat pumps and hydrogen boilers to become **more readily available**, and hence, more common.

Cost and lack of information are the key barriers to low carbon heating uptake

The biggest barrier against getting a heat pump was **upfront cost** (46%), followed by 42% viewing **new technology as a fad**, and 38% saying there is a **lack of information** about new technology.

For those against getting a hydrogen boiler, 45% stated a **lack of information** about new technology as the largest barrier, 39% said **lack of familiarity** with the product, and 38% said **new technology is seen as a fad**.

Chaging behaviours



Barriers



This survey will be done twice a year so we can track consumer attitudes and behaviours.

Impact also run an Electric Vehicle tracker twice a year, currently in it's 10th wave!



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